VOLUME IX, NUMBER 7 February 1993

THE MUNI MEMO

OF THE PEOPLE, BY THE PEOPLE, FOR THE PEOPLE OF THE SAN FRANCISCO MUNICIPAL RAILWAY

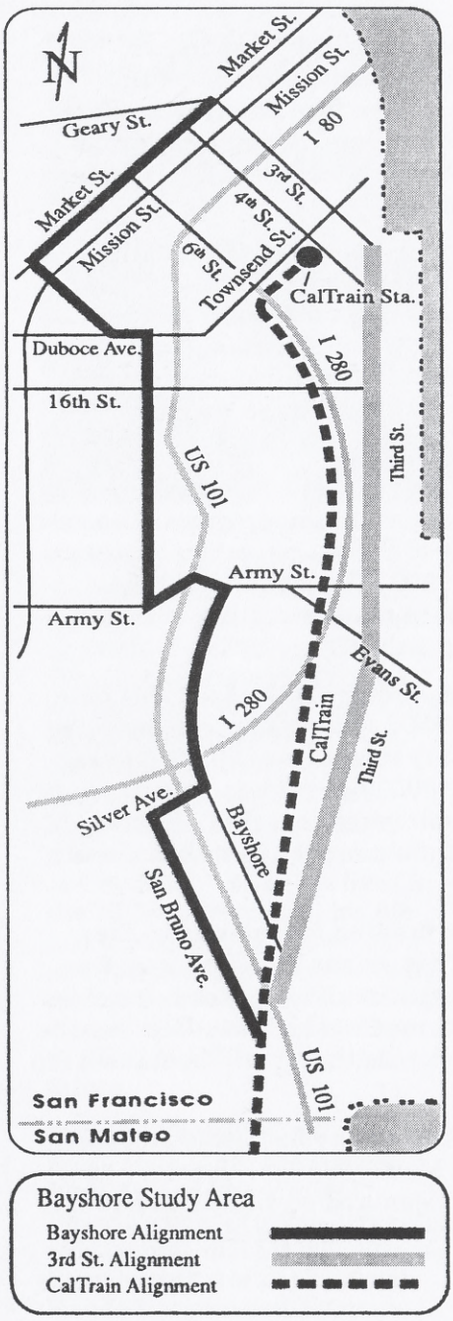
BAYSHORE TRANSIT STUDY BEGINS

The Bayshore Transit Study officially began last month with a community meeting at the Southeast Community Facility to solicit the opinions of area residents on transportation options for the Bayshore Corridor neighborhoods, which include parts of Potrero Hill, Bayview–Hunters Point and Visitacion Valley.

The Bayshore Corridor is the major north-south travel route through the southeastern section of the City. It is bounded on the east by San Francisco Bay, on the north by the edge of the downtown area, on the south by the San Francisco/San Mateo county line and on the west by Highway 101, with a slight extension west of the freeway to include Visitacion Valley. The area has been plagued with unemployment and economic revitalization of the Bayshore Corridor through improved public transportation is a main goal for the area.

The study, spearheaded by the transportation planning firm of Wilbur Smith and Associates under the

Continued on pg. 7



NEW IDEA IN ADVERTISING

Muni and TDI, the Railway's advertising company, will begin a pilot program in mid-February to test the feasibility of expanding advertising on Muni buses. If successful, the pilot program could pave the way for increased advertising revenues to the Muni – a definite boon to the City under the current economic conditions.

The pilot program will place advertising panels on three Muni buses from Presidio and Kirkland Divisions, which will take up the whole side and back of the bus, including the side and back windows. The portion of the ad covering the metal sides of the bus will either be painted on or be applied with painted contact paper. The portion covering the windows will be a see-through film, called Contravision, made up of tiny dots that form a pattern. Contravision does not block passengers' view through the windows.

Continued on pg. 6

NWS_F13-32

Management Message

THE CLEAN AND ON-TIME PROGRAM

As part of the 92-93 budget, when Muni fares were raised to one dollar, the Public Utilities Commission adopted the Clean and On-Time Program as a way to give something back to the riding public.

The Railway was allotted funds to hire 34 car cleaners, 15 Transit Supervisors and four Station Agents to improve the appearance and timeliness of our service. The public was offered a guarantee that if a Muni vehicle was late 15 minutes beyond the frequency headway of the line, they would receive a rebate worth the equivalent of one free ride.

The program has been quite a success. The fleet is sparkling compared to this time last year and compared to the walls, buildings, postal boxes, etc. around town. The atmosphere inside the vehicles is much improved by the attention to detail. On behalf of the Transportation Department, I want to express our congratulations and appreciation to the clean-bus workers and supervisors (Maintenance Division).

The Transportation Department deserves recognition for an outstanding job as well for the on-time part of the program. The new inspectors have bolstered the force of Street Inspectors that were decimated by early retirement in 1992. Thousands of adjustments to service headways have been made resulting in kudos from both operators and the riding public.

The actual rebating of fares began January 15th. As of this date, two and a half weeks later, about 2500 requests for rebates have been received. With an average daily ridership of 767,000 (weekdays) that means that fewer than .003 of our riders have responded. Considering the economic recession, that's impressive. A small group of dedicated staff have seen to it that these requests are processed quickly.

The bad news is that the half-year funding for salaries in the program expires February 12th. That means layoff notices. Due to the economic pinch the City is experiencing, it does not look as though these positions can be continued at this time. Because the program is so effective, there is a chance that it will be funded for the next budget year 93/94.

All Muni employees can take pride in their role in this program, which proves again that the Muni Motto, "Safety, Courtesy and Service" is still apropos and that "clean and on-time" can be readily achieved when sufficient resources are allocated.

Kathy Gilbert
Deputy General Manager, Transportation

JOB FILE

2850 Director of Nutrition Services, Department of Public Health, $77, 152. Apply immediately. For info, call 206-8084; **7338 Electrical Line Worker,** Transit Power, $55,724. For info, call 554-1660; **1426 Senior Clerk Typist,** $27,324-$33,069. Apply immediately. For info, call 557-4800; **1441 Senior Medical Transcriber Typist,** SF General Hospital; $30,798-$37,297, Apply immediately. For info, call 206-5031; **1408 Principal Clerk,** Tax Collector's Office, $1261-$1528 bi-weekly; apply immediately. For info, call 554-4472; **1818 M.I.S. Specialist II,** Tax Collector's Office, $1565-$1899 bi-weekly. Apply immediately. For info, call 554-4474.

CONGRATS!

The Lift Operator of the Month and the Division Operators of the Month for January were:

Lift Operator of the Month: James Walton, Jr. of Woods

Flynn:	Ray Thomas Kelly
Green:	John H. Alander
Kirkland:	Jack A. Biancalana
Potrero:	Luis A. Padilla
Presidio:	Allen McCoy, Jr.
Woods:	Augustus Doss

EMPLOYEE NOTICE

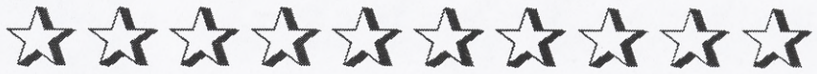
ATTENTION DRIVERS OF 15 THIRD, 9 SAN BRUNO, 9X, 9AX & 9BX

As part of the Bayshore Rail Transit Study, surveys will be handed out to riders on your buses during the week of February 22nd. Surveys will ask riders about their ridership patterns in an effort to gain information that will be used in determining how best to improve public transportation in the Bayview–Hunters Point, Little Hollywood, Potrero Hill and Visitacion Valley neighborhoods. Survey forms will be available in Spanish and Chinese if riders request it. Thank you for your cooperation with the surveyors, who will be boarding your buses.

THANKS

To the Westin St. Francis Hotel on Powell Street for hosting January's Civic Luncheon honoring our monthly and quarterly awards winners. Without the continued support of the Westin St. Francis, which is also, by the way, hosting Muni's Ninth Annual Awards Reception this month, Muni's awards program would not be the great success it is.

Unsung Hero



Walter Argumedo and Verdell Martin

Graffiti Prevention

Background: Verdell was born in Hunter's Point and attended grammar school at Daniel Webster and high school at John O'Connell Independence High. He graduated from high school three years ago. Since then, he has worked at Pan and Glow, a firm that puts coatings on cooking utensils, Park and Rec, and Mrs. Fields Cookies. He found out about the job at Graffiti Prevention through Thomas Mayfield, his basketball coach, who works for Gang Prevention at City Hall. Walter has lived in the Mission District all his life and attended St. Peter's School and Riordan High School. He is currently enrolled at City College as a part-time student and hopes to enroll at UC Berkeley in the future.

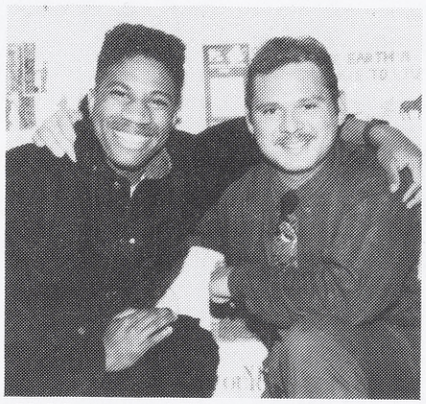


Photo Gretchen Hildner

V. Martin and W. Argumedo

Family: Verdell's family consists of his Mom, Ann; two sisters, Verdena and Shanda; and Shanda's newborn son, Jervante, who is three months old. Ann and Shanda both work at Laguna Honda Hospital and Verdena works as a teacher's aide for the SF Unified School District. Walter's family consists of his Mom and Dad, brother and sister-in-law, sister and "two awesome" nephews.

Why My Job Is Important: Verdell — There aren't a lot of programs to give youths alternatives to criminal acts. Kids who come through graffiti prevention are given other options. Some end up going back to school and some have even gone on to the Academy of Art College. Walter – I feel I make a difference with some inner-city youth who wish to get out of the crime scene and back in school or find a job.

Why I Like What I Do: Verdell — Because we provide a service that society lacks – to get youth back on the right track. You can't save everyone, but if you can save just one kid, you can say you did a good job. Walter — I enjoy the people I work with and the youth who divert their energy from graffiti to something positive like a job or an education.

Something Not Many People Know About Me: Verdell — No secrets. Everybody knows everything about me. Walter – I enjoy playing saxophone, clarinet, baseball and football.

Hobbies & Interests: Verdell – Football, basketball, coaching for St. Matthews School in San Mateo, and working on my first album of rap and R & B music. Walter – Sports, music, education, socializing.

Words of Wisdom: Verdell — "The choices one makes can seal his fate." Walter — "Life is like baseball. You can't have a perfect batting average, but you can make some home-runs."

Awards

January Systemwide Operator of the Month

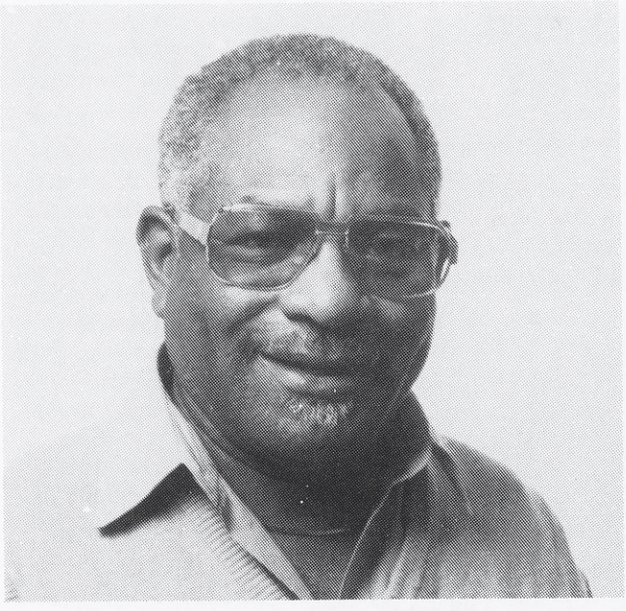


Photo: Kurt Wong

January Muni Operator of the Month Willie B. James of Woods Division.

Name:	Willie B. James
Division:	Woods
Years with Muni:	23
Background:	
Birthplace:	San Francisco
Previous Employment:	Marine Corps – five years; Naval Supply Center in Oakland, five years
Education:	Polytechnic High School, Long Beach State University, Heald Business College
Marital Status:	Divorced
Children:	Four daughters
Hobbies/Interests:	Electronics

Outstanding Maintenance Supervisor of the Quarter

Name:	John Charles Foreman
Position:	Maintenance Superintendent
Division:	Flynn
Years with Muni:	Three
Background:	
Birthplace:	Des Moines, Iowa
Education:	Currently completing B.A.: Public Administration
Previous Employment:	Bus manufacturing and rehabilitation; battalion chief for fire district; shop supervisor for U.S. Government
Marital Status:	Married to Melody
Children:	Denise Lynn – 25 Joseph Andrew – 22
Hobbies/Interests:	Reading
Words of Wisdom:	"Every Muni employee should take pride in the fact that our efforts provide approximately 750,000 people a day with the ability to travel within the City and County of San Francisco without increasing the traffic congestion or increasing air pollution."

Photo: Gretchen Hildner

Outstanding Maintenance Supervisor of the Quarter John Charles Foreman of Flynn

Awards

Maintenance Worker of the Month

Photo: Kurt Wong

Maintenance Worker of the Month
Mark D. Warfel

Name:	Mark D. Warfel
Position:	7381 Mechanic
Division:	Flynn Maintenance
Years with Muni:	Four
Background:	
Birthplace:	San Francisco
Previous Employment:	Automotive Mechanic at B & H Motors for eight years
Education:	Westmore High School, Daly City: Regional Occupational Training, San Mateo
Marital Status:	Married to Deborah
Children:	Robert, 10; Samantha, newborn
Hobbies/Interests:	Coaches Little League baseball; rides Harley-Davidson; plays golf
Words of Wisdom:	"I work in the Flynn Maintenance wheelchair lift program repairing vehicles and providing preventive maintenance. I enjoy making sure the wheelchair lifts on the Muni coaches are functional and safe."

January Systemwide Operator of the Month Runner-up

Name:	Gerald R. Watson
Division:	Woods
Years with Muni:	27
Background:	
Birthplace:	New Orleans, Louisiana
Education:	City College of SF, two years
Previous Employment:	U.S. Postal Service, two years
Marital Status:	Married to Barbara, who is a teacher
Children:	Cheryl, 26 (likes computers); Gerald, III, 23; Jason, 16; Pierre, 13; Kevin, 12
Hobbies & Interests:	Reading, playing tennis
Awards:	24 Year Safe Driving Award
Words of Wisdom:	"Life is a period of adjustment; you have to adjust every day."

Photo: Gretchen Hildner

January Muni Operator of the Month Runner-up Gerald R. Watson of Woods Division.

News

Clean-Fleet Program Going Full Steam

Muni's Clean-Fleet Program, which started in September, is making a major contribution to meeting Mayor Frank Jordan's goal of removing graffiti from Muni vehicles. Thirty-four new car cleaners who went through a two-week training course in September, have been removing graffiti and doing general cleaning on Muni buses and streetcars at various major terminal points such as the Ferry Building turnaround and Transbay Terminal.

In addition to four stationary crews, two mobile cress move about the City to service vehicles on other lines. As soon as a bus or streetcar pulls into its terminal, the Clean Fleet car cleaners go to work on any external or internal graffiti. Then, time permitting, they clean windows and mirrors, sweep and pick up trash.

The new service has been very popular with both Muni operators and passengers. Operators report that having a clean coach not only makes their job easier and more pleasant, but also improves the attitude of their passengers.

And passengers responding to an informal maintenance survey on the effectiveness of the program had comments such as these: "Great to see you rebound from the misuse. Like new." "Cleaner is better and public transportation riders realize and appreciate it." "Anybody who don't like these buses ain't been on NYC buses." "This appears to be a new coach. Maintenance is good graffiti-wise."

Graffiti Prevention Presents Award

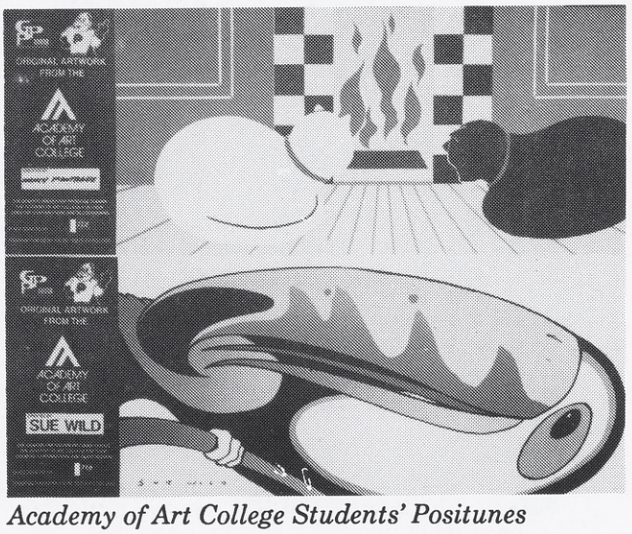
Graffiti Prevention Director Barbara Conway presented a special plaque to Academy of Art College president Elisa Stephens at January's Civic Luncheon at the Westin St. Francis for the school's contribution to eliminating graffiti on Muni buses.

The Academy has been actively involved in Graffiti Prevention's Positunes program by silk-screening for mass production original art created by Academy of Art College and SF Unified School District students. The art, which contains anti-graffiti messages, is then placed on Muni vehicles in interior advertising space.

Thanks to Elisa Stephens and the Academy of Art College for helping Muni to makethis program a success.

New Ads *Cont. from pg. 1*

The pilot program will extend for a year, during which time the Pepsi Cola Company will advertise its new Pepsi Crystal colorless soda. KRQR Radio will also be part of the experimental advertising program. Once the pilot program is finished, Muni and TDI will determine whether to expand this kind of advertising to more Muni vehicles.



Academy of Art College Students' Positunes

Photo: Gretchen Hildner

News

Bayshore *Cont. from pg. 1*

direction of Muni planner Sue Stropes, will develop and evaluate a number of transportation alternatives for the Bayshore neighborhoods over the next 12 months. Among the options being considered are a Third Street trolley coach line and a Third Street light rail line.

At the end of March, three additional neighborhood meetings will be held in Bayview–Hunters Point, Potrero Hill and Visitation Valley. As the study progresses and draft recommendations are made, a second series of meetings will be held in late summer. Another general community meeting is planned for the fall of 1993.

The present study is the first phase of a much larger project, which will ultimately include engineering, environmental impact analysis and the eventual construction of whatever transportation alternative is chosen as the best option.

Muni Electronics Tech to Monitor Bay Area Quakes

As a unique leisure-time pursuit, Galen Dutch, an electronics technician at the Muni Signal and Electronics Department, is working with SF State University to monitor seismic activity in the Bay Area using instruments he has designed and built.

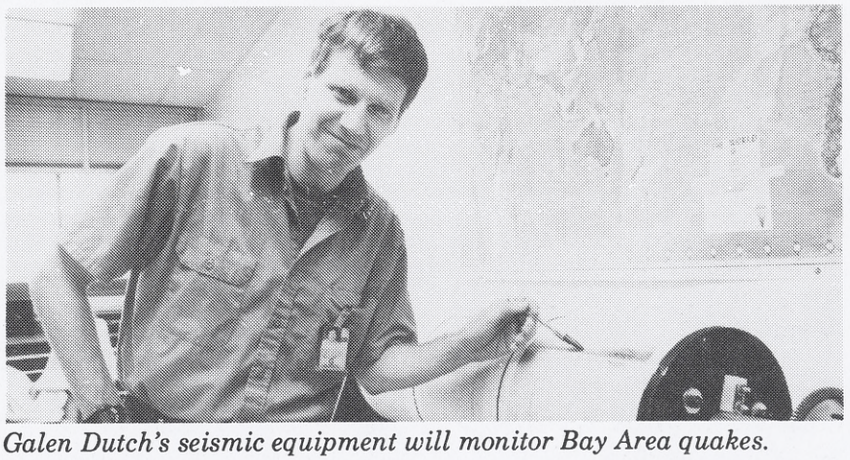


Photo: Pub. Util. Comm.

Galen Dutch's seismic equipment will monitor Bay Area quakes.

SF State is sponsoring Dutch's research by providing all the materials and machine shop services required to construct a three-axle seismographic station from his engineering drawings. The Geophysics Department will maintain and operate the station, which is scheduled for completion in mid-1993 and will provide data on seismic activity along the northern peninsula of the Bay Area, which according to Dutch has no other seismic monitoring stations. Dutch will use the data to locate faults presently uncharted by other agencies. In addition, the seismic station will be used as an educational tool for advanced geology students and will be used to upgrade the university's laboratory courses. Results will be sent to the U.S. Geological Survey in Menlo Park.

Dutch's work is viewed as a model for cooperation between private individuals and academia in studying California's earthquakes. SF State needed seismic instruments but the cost of buying manufactured equipment was prohibitive so existing funds and materials provided by the Science Department were used to construct the system from Dutch's drawings.

1991 Gold Awards Continue

Congratulations for a job well done to the following people who received 1991 Gold Awards at recent ceremonies:

TRANSPORTATION: DGM's OFFICE: Susan Thompson **Surface Office:** Doris Lanier, Peter Der, Victor Dunn, Myrna Evangelista, Louis Johnson, Ed Jones, James Christian, Art Curtis, Robert Johnson, Maria Williams **Administrative Services:** William Helm, Mary Ayn Pascual **Service Planning and Schedules:** Pacifico Paculba **Central Control:** Robert Louie, Andrew Saltzman, Fannie Smith **Safety & Training:** Gene Armstrong, Kermit Larry Garnes, Eddie Lee Thompson, **James Anderson Station Operations:** Eva Chin, Robert Dotson, Jr., Robert Gerst, Sharon Hall, Elisa Morris, Wayne Morris, Fatia Sili, Nadine Smith, Hoover Lee, Edgar Brown **Flynn:** Randolph Adams, Frederio Arrospide, Rosemary Bethea, Aretta Carthen, Israel Castro, Robert Escarraman, Audrey Franklin, Julia Harrell, Yvette Geer, Robert Gibbs, Billy Gibson, Gerardo Guillen, Robert Jones, Mario Jules, John Lewis, James Odoms, Michael Postell, Jose Torres, Frederick Ward **Potrero:** Juan Acosta, Jasim Aljader, Barbara Barnes, Eduardo Bustamante, Eddie Carr, Angel Carvajal, Dan Cayabyab, Abdol Chalak, Peter Chao, Walter Collazos, Alfonso Emelia, Carmelo Explana, Danilo Farrales, Barbara George, Robert Guzman, Mont Hubbard, Donald Hurt, Oscar Jovel, Carol Keola, Vaniel Landrio, Arthur Larson, Dominic Leung, Julio Lopez, Rozell Lucky, Carmen Martinez, Ralph Miranda, Jorving Muñoz, Quincy Norris, Jaime Olivar, Alfred Sanchez, Robert Scott, Lee Seymore, Gladys Thomas, James Westfield, Billy Williams, Benedict Wong, Vivian Thompson, George Reid **Woods:** Robert Anderson, Doris Booker, Roger Dick, Kathleen Forrester, Gregory Frank, Edward Hamilton, Anthony Hardin, Lawrence Herd, Michael Hodzic, Akiyoshi Inouye, Eddie Lacap, Kyi Lee, Georgina Pineda, Dorothy Robinson, James Riley, Walter Thompson, Louis Valmore, Carlin Vance, Yuniher Venegas, James Walton, Gerald Watson, George Wayne, Joseph White, Poleon Win, Clarence Wysinger, Martha Zachery, Barbara McLemore, Wilma Seals, Grace Watson, John Herron, Glenda McGee, Manuel Taguinod.

Riders Speak

Dear Mr. Stein,

I would like to call your attention to the actions of Muni operator Wilford Gardner.

On October 9, 1992, Mr. Kenneth Huddleston, a passenger on the 38 Geary, was viciously attacked and stabbed by a group of youthful gang members. Mr. Wilford Gardner, the driver of the bus, called his dispatcher to report the assault and then went to the aid of Mr. Huddleston. With total disregard for his own safety, Mr. Gardner alone began wrestling with the suspects, pulling them off of Mr. Huddleston and holding them until the police arrived. Mr. Huddleston was taken to the hospital with a stab wound to his back and a punctured lung. Nine suspects were detained; three of them were formally charged with the assault. Additionally, two handguns and two knives were seized from the suspects.

Mr. Gardner exhibited exceptional bravery during the assault on Mr. Huddleston. Were it not for the actions of Mr. Gardner, Mr. Huddleston certainly would have been more seriously wounded.

Mr. Gardner should be commended for his actions.

Sincerely yours,
Anthony Ribera
Chief of Police

Editor's note: Mr. Gardner received Letters of Commendation from Mayor Frank Jordan and Muni General Manager Johnny Stein.

Credits

The *Muni Memo* is published by the Community Affairs Department of Muni. Contributions and comments may be addressed to the *Muni Memo,* Room 238, 949 Presidio Avenue, San Francisco, CA 94115, telephone 923-6162.

Editor: Anne Milner

Photography:
Carmen Magaña
Gretchen Hildner
Kurt Wong

Desktop Layout:
Nicolas Finck

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Nelson Ramos
Gina Matawaran
David Paw

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